May

NORTHWEST MEDICINE ADVERTISER

AT MEDICAL CONVENTIONS

PHILIP MORRIS cigarettes are exhibited to the doctors...

Because Philip Morris has an advantage *scientifically demonstrable*, i.e.—

TESTS* showed that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

1003071290

12-95

Source: https://www.industrydocuments.ucsf.edu/docs/jglk0000